

Prevention and Health Promotion Strategies

- Increase the price of cigarettes. This is the single most effective strategy to prevent youth from smoking.
- Limit children's access to tobacco from retailers, advertisements, and adult smokers.
- Fund counter advertising campaigns to deglamorize tobacco use.
- Encourage smoke-free environments and eliminate or minimize exposure to ETS in all places of employment including restaurants.
- Increase youth education and involvement at all levels in all tobacco prevention strategies.

Sources:

American Lung Association, 1-800-732-9339
Clark County PRIDE Survey, 1997.
Clark County Behavioral Risk Factor Survey, 1996.
Siegel, Michael, MD, MPH, "Smoking and Restaurants: A Guide for Policy Makers," UC Berkley Tobacco Control Program, 1992.
Washington State, Department of Health, Vital Statistics, 1989-1996.
US HHS, CDC, *Preventing Tobacco Use Among Young People*. A Report of the Surgeon General, 1994.



*For further information please contact
Southwest Washington Health District
Assessment and Research
(360) 397-8215
Publication No. 98 AR006*

*Cover created by John Anderson
Mountain View High School Grand Prize Winner
1998 Tobacco Free Youth Contest*



Assessment and Research Unit
Southwest Washington Health District
P. O. Box 1870
Vancouver, Washington 98668-1870

Southwest Washington Health District

Tobacco Use

in Clark County



Tobacco use is the leading cause of preventable disease, disability and death in Clark County. Nicotine has been found to be as addictive as heroin, cocaine, or alcohol. It is for these reasons that we focus our efforts towards tobacco use prevention and promotion of healthy behaviors.

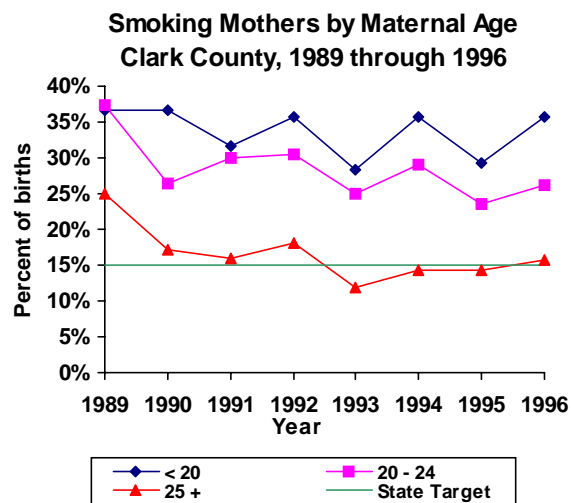
Maternal Smoking in Clark County Remains High

Smoking during pregnancy increases the risk of low birth weight, sudden infant death syndrome (SIDS), miscarriage, and premature delivery.

- In 1996, 21% of pregnant women in Clark County smoked compared to 16% in Washington State.

Smoking rates are higher among Clark County's poorer and younger mothers.

- In 1995, 1 out of 3 (32%) pregnant women in Clark County receiving Medicaid smoked, compared to 1 out of 4 (25%) on Medicaid in Washington State.
- 36% of Clark County's pregnant women younger than 20 smoked in 1996.



Breathing Tobacco Smoke Harms the Health of Non-Smokers

Passive smoking, or environmental tobacco smoke (ETS), is inhalation of smoke generated from the burning of tobacco.

- Children of parents who smoke are twice as likely to be in fair or poor health than children of parents who do not smoke
- Restaurant workers are exposed to levels of ETS twice as high as employees in other work environments and 1.5 times higher than persons living with a smoker.

Smokeless Tobacco and Cigars

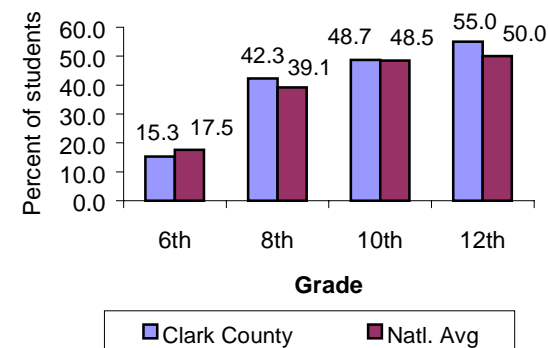
- According to Clark County's 1996 Behavioral Risk Factor Survey, 1 in 5 adults had tried smokeless tobacco. Those most likely to use smokeless tobacco were men aged 18-29.
- Cigars and smokeless tobacco cause cancer of the mouth, larynx, esophagus, and lungs.
- The smoke from 1 cigar equals the smoke of 3 cigarettes.

Smoking Among Youth in Clark County is Very High

Experimentation with tobacco and other drugs leads to regular use. Roughly 3,000 children become addicted to tobacco in the U.S. everyday and 90% of all smokers began smoking by age 20.

Clark County's 8th and 12th grade students reported smoking more than the national average.

Students Who Smoked Cigarettes Within the Past Year, Clark County, 1997



- More than half of 12th graders reported having smoked in the past year.
- Smoking increased dramatically from 6th to 8th grade, with 15.3% 6th graders reported having tried smoking and 42.3% by the 8th grade.